

GENERATING REVENUE THROUGH USE OF AN INTERACTIVE COMPUTER SYSTEM

CLAIMS

What is claimed is:

1. In a network of interconnected computers for establishing, managing and tracking commercial transactions , comprising of:
 - a. Customers interconnected to said network;
 - b. Affiliate sites interconnected to said network and programmed to display to a Customer visiting the Affiliate site information and linking instructions about one or more products or services available for commercial transactions with a Merchant or Merchants;
 - c. Clearinghouse site interconnected to said network and programmed to receive information regarding display of or selection of said display information on the Affiliate site, and the ability to read the Customer's unique identification code, and store said code in memory, and further to provide connection of said Customer to an identified Merchant site;
 - d. Clearinghouse site also sends information and programming to the Customer site so that superimposed upon part of the Merchant's site the Customer sees other information within a Frame as chosen by the Clearinghouse;
 - e. Customer may by choosing an information display on the Frame be transported to another Merchant site, another non-Merchant site, a Clearinghouse maintained search engine or listing of other sites that may be of interest to the Customer.

wherein the Clearinghouse stores and maintains the Customer's identification code, tracks transactions the Customer makes with any Merchant that is a member of the network.

2. The system of claim 1 wherein a single Affiliate may receive credit from multiple Merchants arising from transactions from initial and subsequent visits by the Customer to the Clearinghouse.
3. The system of claim 1 wherein a Customer that visits an Affiliate site, and selects a Merchant display, is transported both to the Merchant's site and a Frame with additional information of possible interest to the Customer.